

[Name of Document] Scope of the Patent Claim

[Claim 1]

5           A content presentation device that presents content data containing image, sound, text or other information, said content presentation device comprising:

          a content accumulating unit that accumulates the content data;

10           an identifier storing unit that stores a content presentation device identifier which is uniquely given to said content presentation devices;

          an output unit that outputs said content data;

15           a communication unit that receives a switching control signal which instructs to switch the content data output from said output unit; and

          an output switching unit that switches the content data output from said output unit on the basis of said switching control signal.

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[Claim 2]

          The content presentation device as claimed in claim 1 wherein said communication unit has a capability of receiving said content data, and wherein

25           said content accumulating unit has a capability of accumulating the content data as received by said communication unit.

[Claim 3]

30           The content presentation device as claimed in claim 1 further comprising a notification unit that notifies the content presentation device identifier stored in said identifier storing unit.

35 [Claim 4]

          The content presentation device as claimed in claim 1 wherein

          said communication unit is provided with a network formation capability of forming a local communication network

with a base station or other content presentation devices located in a predetermined area, and wherein

the delivery of said content data or the reception of said switching control signal is performed through said communication network.

[Claim 5]

The content presentation device as claimed in claim 4 wherein the content presentation device is provided with a capability of detecting another communication terminal apparatus located in said communication network, and notifying the presentation device identifier of its own device to said another communication terminal apparatus.

[Claim 6]

The content presentation device as claimed in claim 5 wherein said communication unit is provided with a capability of acquiring through said communication network a terminal identifier which is used to specify another communication terminal apparatus located in said communication network.

[Claim 7]

A management server that manages content presentation devices that present content data containing image, sound, text or other information, said management server comprising:

a management information database that accumulates management information by which presentation device identifiers which identify said content presentation devices, content identifiers which identify content to be output respectively by the content presentation devices, and presentation time information relating to the times in which the respective items of said content are presented;

a timer unit that periodically measures an elapsed time;

a communication unit that transmits a switching control signal designating the content, which is to be output, to a content presentation device determined on the basis of said management information and the measurement time of said timer;

[Claim 8]

The management server as claimed in claim 7 wherein said management information contains switching way information as to whether content data to be replaced is replaced by content data delivered anew or by content already stored in the content presentation device, and wherein

said switching control signal includes the content identifier of the content data for replacement in accordance with said switching way information.

10 [Claim 9]

The management server as claimed in claim 7 wherein said management information contains local information relating to the population distribution which is changing with time, and said switching control signal is generated and transmitted in accordance with said local information.

[Claim 10]

The management server as claimed in claim 7 further comprising an external information acquisition unit that acquires information from external information service providers such as live traffic information and/or weather information, wherein

said management information contains external information to be associated and a switching condition applicable to said external information, and said switching control signal is generated and transmitted in accordance with said external information when said switching condition is satisfied.

30 [Claim 11]

The management server as claimed in claim 10 wherein the content data is delivered to the corresponding content presentation device on the basis of said management information.

35 [Claim 12]

The content presentation device as claimed in claim 11 wherein said management information contains content delivery information which associates the content identifier of the

content to be delivered, the presentation device identifier of the destination of delivery, and the delivery times with each other.

5 [Claim 13]

A content presentation system that presents content data containing image, sound, text or other information on a content presentation device, said content presentation system comprising:

10 a content accumulating unit that accumulates the content data;

an identifier storing unit that stores a content presentation device identifier which is uniquely given to said content presentation devices;

15 an output unit that outputs said content data;

a communication unit that receives a switching control signal which instructs to switch the content data output from said output unit;

20 a management information database that accumulates management information by which said presentation device identifiers, content identifiers which identify content to be output respectively by the content presentation devices, and presentation time information relating to the times in which the respective items of said content are presented;

25 a timer unit that periodically measures an elapsed time; and

an output switching unit that switches the content data output from said output unit on the basis of said management information and the measurement time of said timer.

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[Claim 14]

A content presentation method of presenting content data containing image, sound, text or other information on a content presentation device, said content presentation method comprising:

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a step of accumulating management information by which presentation device identifiers which identify said content presentation devices, content identifiers which identify content to be output respectively by the content presentation

devices, and presentation time information relating to the times in which the respective items of said content are presented;

a step of periodically measuring an elapsed time; and

- 5 a step of switching the content data that is presented by the presentation device specified by said content presentation device identifier on the basis of said management information and the elapsed time as measured.